

File

The Intelligent Machines Journal

INDUSTRY EDITION

Price: 75 cents

345 Swett Road, Woodside, CA 94062; (415) 851-7075

79 Jan 31, Issue 2-IE

COMPUTER STORES CITED BY CITY OF LOS ANGELES Industry Trade Association Continues Organizational and Service Efforts

By Tom Williams

Several computer retailers in the city of Los Angeles were visited in late December by officials from the city's Department of Building and Safety Inspection, and ordered to remove certain equipment from their displays. The equipment was cited for failure to comply with city regulations for approval of electrical equipment.

According to Carl Burlin, of the Byte Shop of Placentia, the city requires either approval by Underwriters Laboratories or by the City Department of Building and Safety Inspection. Dealers report that the city action was not primarily aimed at them, although they are the ones most immediately affected by the action. One dealer sadly told *IMJ* in a telephone conversation that his display window was entirely empty except for one Apple II. His sales floor was practically bare and customers were asking if he were going out of business.

The Southern California Computer Dealers Association, according to Burlin,

is attempting to put pressure on manufacturers to have their equipment approved. The matter is reportedly being brought before the Microcomputer Industry Trade Association's Board of Directors, of which Burlin is a member.

Retailers in the Los Angeles area report a great reluctance on the part of manufacturers to do anything about getting UL or municipal approval. One manufacturer reportedly said that so small a percentage of his business was in Los Angeles that he had no intention of seeking UL certification. Approval by Underwriters Laboratories is quite expensive, and requires submission of equipment for destructive testing.

Among equipment reportedly cited in Los Angeles for noncompliance* was Soroc, IMSAI, Micropolis, Problem Solver, PolyMorphic, TEI, Southwest Technical Products, Vector Graphic, IMS, and Apple. It turned out later that Apple and Vector Graphic did have the required certification and can be sold in Los Angeles.

This is a late-breaking story and *IMJ* will be reporting in more depth in later issues. In doing the background for this article, we have learned that other cities in the U.S. have similar requirements, among which are St. Louis, New Orleans, and Kansas City. We have also learned that actions similar to those in Los Angeles have taken place in Chicago and Atlanta. The next industry edition of *IMJ* will carry further information about this problem, as well as news of MITA and local dealer association action.

**Note: Mention of the products above in no way implies that they are unsafe, merely that they were cited by the city of Los Angeles for failure to comply with its certification requirements.*

79 Jan 26

NAT'L COMPUTER ASSOCIATION PLANS A NATIONWIDE SERVICE NETWORK

by Tom Williams

A national organization of small, independent service shops is forming under the name of the National Computer Association, according to two of its organizers, Ray O'Conner and Jeff Hall, of Datagate Company, a Sunnyvale based service organization. Such an organization is needed to fill three needs in the industry, say the partners whose company specializes in the maintenance of Hewlett-Packard mini-computers. These needs occur among established manufacturers who encounter problems providing field service for older equipment; among new manufacturers, mostly microcomputer suppliers, who have no field service; and among small independent service companies who are unaware of the present situation.

During the last half of 1978, there was an increasing interest within the microcomputing industry in forming an all-industry trade association to address a variety of problems that had appeared or were likely to appear. Although the impetus for much of the interest was the widespread irritation with some of the more-poorly produced personal computing exhibitions, many in the industry have noted more serious reasons for having such an association.

HOW IT STARTED

To that end, Shelly Howard, of MicroComputer Devices, and Dan Meyer, of Southwest Technical Products Corp., convened an industry meeting during the Personal Computing '78 show in Philadelphia. Working with Shelly and Dan, John French chaired a similar meeting during the International Microcomputer Exposition, in Dallas. The meeting in Philadelphia drew perhaps twenty people. The meeting in Dallas was packed, drawing a hundred or more interested participants.

By this second meeting, there was ample evidence of adequate interest in the formation of a trade association. Thus a third meeting (which drew 150-200 attendees) was called during the 3rd West Coast Computer Faire in Los Angeles. Chaired again by John French (who is currently a marketing consultant to Western Digital for their MicroEngine product line), this meeting brain-stormed for a while regarding the structure and benefits of such a trade association, and ended by appointing an eleven-person Board of Directors. The Board was given the mandate to create the Microcomputer Industry Trade Association as a legal entity, to organize its activities, and to get the association under way.

The Directors met later in the evening and appointed one of the Board members, Jim Warren (who is, among other things, publisher of this newspaper), as President, and Bill Langenes (then of *Computer Retailing* magazine) as Secretary. At a later Board meeting, Vern Raburn, of GRT Corp was elected Treasurer.

According to Ray O'Conner, the problem is a 'syndrome' which occurs when good technicians who have gained experience servicing certain equipment are promoted away from customer service into supervisory positions, so that field service people have an average of perhaps two years' experience. In large companies, he argues, the only way to reward a good technician is to promote him, and that takes him out of the field.

Newer technicians are trained on newer equipment, leaving many older systems out in the world with no competent people to maintain them. This is where the independent service company can offer a high level of experience.

A second area of need is among the
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ASSOCIATION PLANS

The following is a summary of M.I.T.A. plans and progress. It is an updated version of excerpts from a letter reporting on association activities, written by Jim Warren in late December and sent to the 70 or so companies that had indicated an interest in becoming a part of the Association.

Though an official statement of plans and objectives is still being formalized by the Board of Directors, the following are some of the problem areas that have been proposed for the Association to address:

- trade show scheduling & operations (Subject to Board approval, a questionnaire will be distributed in February requesting information about companies' show plans. The results will be compiled and validated by the Board, and will be distributed to most of the industry. This will at least provide accurate information, independently assembled and verified, on which the members of the industry may base informed decisions.)
- interface standards (Some of the individuals who are currently active in defining microcomputing hardware and software standards have already been contacted, and have agreed to work with the Association in forming a Working Committee. This Committee will consider broadening the scope of standards definitions, and then work on those new definitions, e.g., a parallel interface, program object code, or load module formats, etc.)
- industry-wide warranty & service policies (Several people have pointed out that the hi fi industry has benefited from
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UP FRONT

This edition contains:

- legitimate industry news and feature articles
- useful information about *IMJ* advertising
- useful details about the 4th West Coast Computer Faire
- blatant enthusiasm about *IMJ* and the Faire

The character of each article is reasonably self-evident. About half of this Industry Edition (i.e., the wrap-around portion enclosing the *IMJ* General Edition) should be of interest to most professionals involved in any aspect of the microcomputing industry or trade, even if they have little interest in advertising in *IMJ* or exhibiting in the Computer Faire. The vast majority of the other half contains information that the reader will find useful if he or she is interested in the possibility of advertising in the *Journal*, or attending/exhibiting in the 4th Computer Faire. In no case have we shaved the truth or indulged in falsehood by innuendo - and we pledge that we shall not do so in the future.

controlled circulation pending at
San Jose, CA 95125 and
Redwood City, CA 94063

The Intelligent Machines Journal
345 Swett Road
Woodside, CA 94062
(415) 851-7075

How to Pay Less for Advertising in Most Magazines & Trade Papers

This is NOT specific to the *Intelligent Machines Journal*. As far as we can tell — being primarily computer junkies, relatively new to the PR world's ad hustle mambo — this applies to many, if not most, periodicals, including general media daily newspapers.

"AGENCY COMMISSIONS"

Essentially all serious periodicals that depend on commercial advertising for much of their revenue allow "Agency Commissions" on their advertising rates. Effectively, these are discounts off the regular ad rates and are allowed only on advertising placed by ad agencies. The industry standard agency commission rate appears to be 15%.

This is an accepted practice throughout the periodicals publishing industry, regardless of its legitimacy. One justification for it is the notion that agencies know more about the preparation and placement of advertising than do the advertisers themselves. As such, the agencies take less time and cause less hassle to the publishers, and since time is money, the publishers are paying the agency the commission for time saved and hassle avoided. (The more cynical viewpoint is that an agency commission is nothing more than a kickback to the agency from the publisher for the agency's placing a client's advertising in the publisher's periodical. The historical development of the "agency commission" practice probably lies somewhere in the middle of both of these views.)

"HOUSE AGENCIES" — BECOME ONE AND PAY 15% LESS

Evidently, as the practice of paying such discounts to advertising agencies became an accepted and standard situation, larger companies — with their own, in-house PR departments — began to claim the discounts, with their PR departments (consisting of one or more people — which is equally true of independent PR firms) claiming that they were advertising agencies with only one client. They have come to be known as "house agencies," and are generally granted the traditional agency commission — the 15% discount off the published ad rates.

What defines a house agency? According to a phenomenally helpful ad rep with the *San Fernando Valley News*, the advertiser effectively becomes a house agency — qualifying for the 15% agency commission — simply by the advertiser's stating that he or she is a house agency, and requesting agency rates. Sometimes, a sticky publisher will encourage the facade by requiring that the ad insertion order or the payment check indicates that it is from an agency, in which case one need only place the word "AGENCY" immediately after the company name.

The practice of allowing agency discounts to house agencies appears to be completely acceptable. The specification of a house agency appears to be completely undefined — or defined as an agent (person, department, or wholly-owned agency) who places advertising... and claims to be a house agency.

NEED GOOD PERSONNEL? Place a Want Ad in the *Journal*.

Helmerts Becomes *Byte*'s Editor Emeritus

Carl Helmerts, the first Editor of the micro-computer industry's largest magazine, has become the "Director, Editorial Planning" for *Byte Publications* — which means that he gets to wander off and do exotic, exciting computer stuff as his whims dictate (envy, envy).

Chris Morgan has become *Byte*'s Editor in Chief, with Ray Cote moving into the Senior Editor slot.

So, if you wish to take a 15% discount on almost all of the advertising you place in periodicals, and you are not a full-time, independent advertising agency, then simply state that you are a house agency — which you are when you are placing an ad — and take any 15% discount that is available as an "agency commission."

BUT, "LOCAL RATES" ARE NOT COMMISSIONABLE

Daily newspapers have built an additional level of complexity on this incestual quagmire. Given that they have a large number of local advertisers who are not placing advertising through ad agencies, and that they wish to remain competitive in their advertising rates, they have invented "Local Rates" which are different from "National Rates." Local Rates are lower... and are not "agency commissionable." National Rates are higher, and agency commissions apply. We have not examined it closely, however we suspect that the National Rates just might be about 15% higher than the Local Rates.

REMEMBER WHERE YOU READ IT

If this article saves you money, we would appreciate your remembering where you saw it.

Carl Warren To Be *IA*'s Editor in Chief

Carl Warren (no relation to Jim Warren) has been promoted to Editor in Chief of *Interface Age* magazine.

IF you feel a fast-turnaround news and information medium explicitly addressing the microcomputing community is desirable —

ONE WHICH allows you a 5-day lead-time between advertising closing date and appearance in print,

THEN, please consider supporting the *Intelligent Machines Journal* with your advertising.

KORNFELD NAMED EXECUTIVE VICE PRESIDENT AT TANDY

Lewis Kornfeld has been appointed to the position of executive vice president of Tandy Corporation, Radio Shack's parent company. Kornfeld, who has been president of Radio Shack since 1970, will continue to serve in that capacity as well. He



has also been a director of Tandy Corporation since 1975.

Kornfeld joined Radio Shack as advertising manager in 1948, and in 1954 was promoted to vice president of advertising. In 1958 he was made vice president of merchandising and advertising, a position he held until being named president in 1970.

IMJ — IT'S THE ONLY WAY TO FLY!

The *Intelligent Machines Journal* is the only periodical that provides:

*biweekly news and advertising distribution (26 times/year),

*5-day lead-time on publication of ad copy and hot news items (if it's received in sync with the biweekly publication schedule; however, even the worst possibility is only a 19-day delay between receipt of copy and its appearance in print),

*special editions:

- *Industry Edition*, sent to 3700 microworld businesses, including about 800 computer dealers and retailers,
- *Northern California Edition*, with low ad rates and a guaranteed circulation of 10,000 in the 94xxx-95xxx ZIP codes,
- *Southern California Edition*, with a guaranteed circulation of 5,000 in the 90xxx-93xxx ZIP codes,
- *Faire Editions*, of at least 50,000 copies, distributed nationally,
- *Business Edition*, a completely separate edition, entitled "Intelligent Machines for Business," sent to selected portions of the mailing lists of Dunn & Bradstreet, the *Wall Street Journal*, and *Business Week*.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

First Class Permit No. 169 Redwood City CA

POSTAGE WILL BE PAID BY ADDRESSEE

COMPUTER FAIRE

333 Swett Road / Woodside CA 94062
(415) 851-7075

PLEASE SEND ME:

- ___ Information about being a 4th Faire Exhibitor
- ___ Copies of the *Silicon Gulch Gazette*
- ___ Copies* of the _____ *Faire Conference Proceedings*
1st 2nd 3rd
For resale (40% discount on orders of 10 or more), C.O.D.
- ___ Registrations for the 4th Faire
\$6 each in groups of 20 (sent by C.O.D. by UPS before April 20, 1979)

PLEASE PRINT:

Name: _____

Company: _____

Shipping: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

*See separate order form for quantities less than 10.

OPTIMAL ADVERTISING

A Choice of General & Special Editions for You

IMJ produces a General Edition and a variety of Special Editions that not only allow advertisers very fast access to the readers (in the mail 6 days after the closing date), but also allow advertisers to reach — and pay for — *only* the audience they choose.

GENERAL EDITION

usual press run: 20,000

The General Edition is targeted for the general microcomputer user — small computing professional, OEM consumer, educator, computer enthusiast or experimenter. The articles include coverage of news, products, applications, etc., and presume at least novice-level familiarity with microcomputing.

SPECIAL EDITIONS

The following Special Editions are created by inserting additional pages into the middle of a General Edition, or wrapping additional pages around the outside of a General Edition.

Any advertisement appearing in a General Edition will also appear in the inserted or wrapped Special Edition.

However, advertising in the Special Edition will only reach those to whom the Special Edition — with its General Edition component — is distributed. Thus, the rates for Special Edition advertising are often much lower than those of the General Edition.

CALIFORNIA REGIONAL EDITIONS (Special Editions)

"Northern California" and "Southern California" editions are wrap-arounds containing news and information — and advertising — of local or regional interest, e.g., courses and seminars, club meetings, special features on local installations and applications, etc.

These wrap-arounds are smaller editions, with lower ad rates, and are an excellent and economical way for computer and electronics stores and distributors to reach their customer base, as well as for employers to reach potential employees.

HOW IS THE GUARANTEED CIRCULATION CREATED?

As of January, 1979 — with only two issues published — *IMJ* had about 800 paid subscribers. However, the *Journal* has unlimited access to the 45,000+ names in the Computer Faire's database. For each issue, the bulk order copies are sent by UPS (e.g. for counter sales in stores); the paid subscriber copies are sent, and, the balance are sent to a portion of the Faire's mailing list — a different portion being used for each successive mailing. (Currently, it takes about 3-4 issues to cycle completely through the Faire's list, but that cycle time is increasing as more subscribers enter.)

This is a *nonduplicate* distribution. That is, because both lists are maintained on the same, in-house computer, it is a simple matter to delete *IMJ* subscriber names from the portion of the Faire list that is being used to fill out a given guaranteed distribution.

In the case of the "Business Edition," the entire issue is mailed without cost to the recipient. It is mailed to selected portions of lists from Dunn & Bradstreet, the *Wall Street Journal*, and *Business Week*.

BUSINESS EDITION (a separate issue)

This is a special issue with the flag, *Intelligent Machines for Business*. The editorial content is explicitly oriented to the **business person** who has problems to be solved, but has little or no specific interest in computers per se. Articles cover such topics as business computers, accounting packages, intelligent telephones, word processing systems, "the office of the future," etc., as well as such areas as EFTS, POS systems, government regulation of personal data, and so on.

The Business Edition is distributed, without charge, to selected names from **Dunn & Bradstreet** listings (chief officer or owner of businesses with 5 to 40 employees), the *Wall Street Journal* mailing list, and the subscribers to *Business Week*.

This provides a unique means for reaching potential consumers of small business systems — far better than *any* of the computer, electronics, and sciences periodicals (including the other editions of *IMJ*).

INDUSTRY EDITION (A Special Edition)

The Industry Edition is a wrap-around containing news and information of specific interest to the microcomputing industry — as opposed to the more general microcomputing community. It is distributed, without charge, to most of the micro industry — currently, about 4,000 individuals and companies.

About 800 computer dealers and electronics retailers & distributors are included in this distribution.

"INDUSTRY EDITIONS" TO BE PRINTED ON QUALITY PAPER

Although the General Editions and most of the Special Editions of *IMJ* will be printed on regular newsprint, the Industry Edition will be partially or totally printed on book-quality paper — as is the case with this issue.

Companies wishing to advertise in the Industry Edition are guaranteed that their ad copy will be placed on this higher quality paper.

COMPUTER FAIRE MAILING LIST

The Faire's list is composed of:

1. people who spent one to three days of a weekend, as well as money for registration, to attend one or several of the Computer Faires,
2. people who ordered one or several volumes of the Faire's *Conference Proceedings*,
3. names collected at several of the other personal computing conventions,
4. people who wrote in or phoned in and explicitly requested information about the *Proceedings* or upcoming Faires,
5. and, some miscellaneous names of individuals known to be leaders in the computer or electronics professions.

This list is regularly weeded of duplicates. It is also regularly "cleaned" of names with obsolete address information (since the Faire uses the list to promote its own ventures, and finds it economically advantageous to do "Address Correction Requested" mailings).

IMJ ADVERTISING SPACE RATES BASED ON COLUMN INCHES

20,000 copies guaranteed

"local rates" (not commissionable)

total column inches

less than 4 column inches

4 to less than 8 column inches

8 to less than 14 column inches

14 to less than 20 column inches

20 to less than 30 column inches

30 to 52 column inches

base rate per column inch

\$20* / column inch

\$18* / column inch

\$17.50* / column inch

\$15.50* / column inch

\$15.00* / column inch

\$13.50* / column inch

Note: One full *IMJ* page (10" x 13") is 52 column inches

Open rate: \$20* / column inch

IMJ column space is 2½" wide, and 13" high.

Quantity rates: The preceding rates apply to a single ad, one or several columns wide, published in a single issue. See the "Discount Schedule for Multiple Insertions" for discounts on display advertising inserted in more than a single issue.

For multiple-page insertions in a single issue — oh joy, oh joy! — call and let's haggle.

**IMJ* produces distributions of varying size for various issues.

To compute the advertising cost for a given ad in a given issue, multiply the **BASE RATE**, given above, by the **MULTIPLIER** indicated on the publication schedule.

DISCOUNT SCHEDULE FOR MULTIPLE INSERTION

(Applicable only to display advertising)

Please note that *IMJ* is very different from monthly slick magazines:

1. It has only a 6-day delay between closing dates and appearance in print.
2. It appears more than twice as often as do monthly magazines.
3. It is likely that many advertisers will insert different ads of different sizes in different issues.

As such, it is reasonable that it will have a different approach to multiple-insertion discounts than is used by the slower-turnaround magazines. It does: the discount schedule is phrased in terms of column inches consumed per year (this has nothing to do with whether the charges are computed on a column-inch basis or a magazine-page-related basis; in either case, column inches are used — and the number of column inches used is the basis for the multiple-insertion discount computations).

Upon receipt of payment for display advertising placed in any issue, *IMJ* will issue a **CREDIT VOUCHER** applicable to future ads placed within a 12-month period. That credit voucher will allow significant savings by those advertisers placing several ads per year in *IMJ*.

total amount of display advertising placed in the preceding 12 months

amount of credit voucher issued upon receipt of payment for ads

less than 100 column inches	\$1.00 / column inch
100 to less than 200 column inches	\$2.00 / column inch
200 to less than 400 column inches	\$3.00 / column inch
400 or more column inches	\$4.00 / column inch

FOR EXAMPLE

On a 7" x 10" ad (30 column inches), the above yields the following discounts for multiple insertions over a 12-month period:

3 insertions	5% discount	\$380 avg. cost / ad
6 insertions	8% discount	\$365 avg. cost / ad
12 insertions	15% discount	\$340 avg. cost / ad

Here are the details:

7"x10" ad (30 column inches) --

insertion number	total column inches used	amount paid for insertion	credit voucher issued (and applied to next ad)
1	30"	\$400	\$30 (\$1/column inch)
2	60"	370	30
3	90"	370	30
total to date: \$1140/3 ads = \$380/ad, 95% of \$400 ad rate (5% disc.)			
4	120"	\$370	\$60 (more than 100"; \$2/column inch)
5	150"	340	60
6	180"	340	60
total to date: \$2190/5 ads = \$365/ad, 91% of \$400 rate (8-3/4% disc.)			
7	210"	\$340	\$90 (more than 200"; \$3/column inch)
8	240"	310	90
9	270"	310	90
10	300"	310	90
11	330"	310	90
12	360"	310	90
total to date: \$4080/12 ads = \$340/ad, 85% of \$400 rate (15% disc.)			
13	390"	\$310	\$90
14	420"	310	\$120 (more than 400"; \$4/column inch)
15	450"	280	120

WHAT'S THE INTELLIGENT MACHINES JOURNAL?

IMJ is a biweekly (more or less, every other week publication) periodical, published in tabloid format. It is designed to provide uniquely fast turnaround on distribution of news and advertising to the microcomputing community.

It has **only a 6-day delay** between advertising/editorial closing dates and being completely processed and in the mail!

IMJ has a variety of Special Editions, as well as the General Edition. It provides unusually high quality readership to the advertiser, and has advertising rates that are lower cost-per-reader rates than most of the computer magazines.

It also provides a Special Issue titled *Intelligent Machines for Business* that is widely distributed, without cost to the reader, explicitly to the **small business community**.

The Industry Edition — another Special Edition — reaches about 4,000 retailers, manufacturers, and marketing directors in the microcomputer industry. This specifically includes about 800 computer and electronics stores and distributors.

The *Journal's* Editor and Publisher is Jim Warren, widely known in the microcomputing community as the originator of the West Coast Computer Faires, and the original Editor of *Dr. Dobb's Journal*... for People's Computer Company. He is also the Director of the Digicast™ Project — a system to distribute news and information via digitally-encoded broadcast transmission.

IMJ PUBLICATION SCHEDULE & AD RATE MULTIPLIERS

(published biweekly.... more or less)

issue number	advertising & editorial closing date (Thursday)	printing/mailling (4 days after closing date) (Monday)	issue dateline (6 days after closing date) (Wednesday)	special insert or wrap-around	number of copies with insert/wrap	TOTAL number of copies	ADVERTISING RATE	
							wrap/insert ONLY	ENTIRE issue
1			78 Dec 11			20,000		(multiply times base ad rates)
2		-- long gone --	79 Jan 17	Faire's SGG (nonwestern)	50,000	50,000		
2-IE		-- this issue --	79 Jan 31	Industry Edition	4,000	4,000		
2-CF	79 Feb 1	79 Feb 5	79 Feb 7	Faire's SGG (stores, clubs)	50,000	50,000	2X	2X
3	79 Feb 8	79 Feb 12	79 Feb 14	Faire's SGG (western)	50,000	50,000	2X	2X
4	79 Feb 22	79 Feb 26	79 Feb 28			20,000		1X
5	79 Mar 8	79 Mar 12	79 Mar 14			20,000		1X
6	79 Mar 22	79 Mar 26	79 Mar 28	Faire's SGG (nonwestern)	50,000	50,000	2X	2X
6-IE	79 Mar 29	79 Apr 2	79 Apr 4	Industry Edition	4,000	4,000	1/2 X	1/2 X
6-BE	79 Apr 5	79 Apr 9	79 Apr 11	Business Edition (D&B, Business Week)	71,000	71,000	3X	3X
6-BE	79 Apr 5	79 Apr 9	79 Apr 11	Business Edition (Wall Street Journal)	66,000	66,000	3X	3X
7	79 Apr 12	79 Apr 16	79 Apr 18	Faire's SGG (western)	50,000	50,000	2X	2X
8	79 Apr 26	79 Apr 30	79 May 2			20,000		1X
9	79 May 24	79 May 28	79 May 30			20,000		1X
10	79 Jun 7	79 Jun 11	79 Jun 13			20,000		1X
11	79 Jun 21	79 Jun 25	79 Jun 27			10,000		1/2 X

9.94" wide x 7.1" high
(142% enlargement of 7" x 5" ad)

Base Ad Rate: \$400* (20,000 copies guaranteed)
*Note that special editions may have higher or lower rates

7" wide x 5" high
(horizontal half magazine page)

Base Ad Rate: \$225* (20,000 copies guaranteed)
*Note that special editions may have higher or lower rates

NATIONAL SERVICE NET . . .

continued from page 1

newer manufacturers, most of whom are less than three years old. By and large, these are microcomputer manufacturers who have made no provision for field service and who seem to be unaware of what after-the-sale service will mean to the future of their companies, O'Conner says. He recounts numerous cases of dealers who report sales of micro systems that, seemingly, fall apart when the customer asks "If it breaks, who's gonna come fix it?"

The third area of need is for communication among users, small independent service shops, and manufacturers. NCA is intended to put these three parties in touch with one another so that service shops will know what kind of equipment is being used in their area; users will know what repair facilities are conveniently available to them; and manufacturers will be able to offer reliable service for their products as an added sales inducement for potential customers.

The NCA is expected to have a board meeting in early February to approve a set of bylaws. Among the things to be discussed, according to Ray O'Conner and Jeff Hall, is membership qualifications. A strict set of qualifications is expected to be drafted, and a board to review applicants will be set up. This is necessary, they said, because impartiality must be maintained among shops, some of which will be competitors.

What is envisioned is a sort of certification of maintenance shops — not of individuals — backed by an Association performance guarantee. Thus, if a customer signed a maintenance contract with a member shop, that customer would be protected if the shop failed to support the contract, or went out of business. The Association would arrange for another member shop to pick up the service contract and guarantee the work under agreement. For this reason, there will be membership fees to support administration and to uphold the guarantees. There are also plans for a board to hear and to investigate customer complaints.

The National Computer Association is to be a nonprofit organization formed for the mutual self-interest of its members. O'Conner said that it will be quite easy for firms which do not comply with membership standards to be thrown out of the organization.

Asked about the probable impact such an association might have on the market, especially the microcomputer market, O'Conner said that he thought it would have a very great impact. He noted that many established mini users are as yet unaware of the capabilities of micro-based systems. When these users are ready to purchase new systems, they will be potential customers for micro manufacturers. However, under present circumstances, the experienced mini user, who has had breakdowns in the past, is likely to examine a microcomputer system, to see that it can fulfill his needs at a greatly reduced price, but to buy the more expensive, larger mini system because the question of service cannot be answered to his satisfaction.

The existence of the NCA, O'Conner hopes, will provide the kind of after-the-sale assurance the prospective micro buyer needs. He pointed out that the established mini manufacturers, who are now starting to market microcomputer systems, realize this and are extending their present field service forces to cover it. The newer microcomputer manufacturers, on the other hand, seem to be blind to this situation. It will, therefore, be necessary for the NCA to promote industry and dealer awareness of the existence of the Association and

Preliminary Faire Exhibitor Info Available To Anyone Who Explicitly Requests It—112 Exhibit Spaces Already Reserved

The Computer Faire has been making a preliminary version of the Exhibitor's Prospectus available to everyone who has expressed an explicit interest in the possibility of exhibiting at the 4th West Coast Computer Faire, to be held in San Francisco's Civic Auditorium & Brooks Hall, May 11-13 (Friday through Sunday). This preliminary information was distributed to all exhibitors at the 3rd Computer Faire, held last November in Los Angeles, as well as to a number of other companies that asked for such information.

last minute update —

Atari Moves to Island in Brooks Hall

Atari, which had six booths in the Civic Auditorium as of the writing of the enclosed *Silicon Gulch Gazette*, has just arranged to move to Brooks Hall, taking the entrance island, 1202Q. Thus, they are now officially occupying four spaces, rather than the six originally indicated (but, they were gonna make an island out of those six spaces, anyway; this way, it costs 'em less and gives them prime exposure).

Retailers & Distributors: A Dealer Show To Be Held During 4th Faire

On Sunday morning, May 13, from 10 AM to noon, the exhibition hall will be open only to retailers, distributors, and the exhibitor's invited guests. If you are a computer or electronics retailer or distributor, be sure to identify yourself as such when you purchase your Faire registration. Dealers will be issued a special registration badge that will allow them access during the dealers' show, and will allow the exhibitors to identify you as "someone especially worth seeing."

If you order your registration by mail, please do so on your dealer stationary. If you register on site, you will need to provide the Faire with some sort of identification — e.g., a business card — explicitly indicating that you are a dealer.

BROOKS HALL BOOTHS HAVE STORAGE/CONFERENCE SPACE

The 10' x 10' booths in Brooks Hall have a 4'-wide space between their back walls and the back wall of the booths on the other sides. This can be used for storage to some extent, or for quickie, super-informal conferences with hot customers — away from the madding crowd.

its goals, he pointed out.

The NCA is in the process of incorporating and expects to have an address and toll-free telephone number by the end of February. Until they are organized to accept and properly respond to queries, they have requested that we not publish their current address. It will be published as soon as it is available.

Editor's note: We feel that it would have been better for this group to have chosen a name more indicative of their activity, e.g., National Computer Service Organization. However, their name is their choice. Nonetheless, we heartily applaud their plan to create a vendor-independent computer maintenance and service organization, and applaud all the more their proposal to make it a national operation.

As of January 18th, 112 booths had been rented or reserved by 64 companies — some organizations taking as many as six or eight booths. Five of these companies have already paid the full rental fee for their exhibit space; 107 have paid the required 50% of their rental fee to reserve particular booths (the remaining 50% need not be paid until March 1st, but must be paid by then). A list of most of the exhibitors and the number of booths they have taken is given in the enclosed *Silicon Gulch Gazette*.

Any company wishing to receive this preliminary exhibitor information may request it from:

Computer Faire
333 Swett Road
Woodside, CA 94062
(415) 851-7075

last minute update —

Apple Has Rented Exhibit Space

Since a number of people have asked, we are pleased to state that Apple has now officially rented exhibit space in the 4th Computer Faire. Their contract and payment just came in.

The *Journal* CAN use your time-sensitive news items. Send 'em in now!

MANUFACTURERS: CONSIDER GIVING A TECH TALK AT THE UPCOMING COMPUTER FAIRE

Regardless of whether or not you are planning to exhibit at the 4th West Coast Computer Faire, you should consider having one or several of your engineering and/or software specialists give papers in the Faire's Conference program.

Any paper that has legitimate technical or interesting content will be accepted for presentation (i.e., only papers that are predominantly or totally sales pitches, or which have essentially little content of interest to the expected audience, will be rejected). Presentations should be made by technical specialists. They should be made by marketing personnel *only* if those marketers have significant expertise in the topic being presented (Beware! Faire audiences tend to demolish less-than-knowledgeable speakers — hardly beneficial to ego or company).

It is completely appropriate to give a detailed presentation of the characteristics and capabilities — and limitations — of your products. It is also appropriate

Save Money: Make Your Flight Reservations Now (Maybe Even Organize a Group?)

By making early flight reservations to San Francisco for the 4th Computer Faire, you are likely to be able to take advantage of some "super saver" type air fares that are becoming increasingly available now that the government is reducing its protection of the air lines against competing with each other. If you even *think* you may be attending the 4th Faire, call your travel agent now!

You might be able to save even more: ask your travel agent to consider organizing a tour group to San Francisco and the Faire. If they're willin', the Faire will be happy to publicize the group in the *Gazette*, (but let us know ASAP).

4th West Coast Computer Faire
Civic Auditorium & Brooks Hall
9th & Market
San Francisco

Exhibitor Move-in:

Thursday, May 10th, 8 AM - 8 PM

General Show Days:

Friday, May 11th, 9 AM - 6 PM

Saturday, May 12th, 9 AM - 6 PM

Sunday, May 13th, noon - 5 PM

Retailers Show:

Sunday, May 13th, 10 AM - noon

Exhibitor Move-out:

Monday, May 14th, 8 AM - 5 PM

Computer Faire
Mailing Address:

333 Swett Road
Woodside, CA 94062
(415) 851-7075

UPS Shipping Address:

111 La Honda Road
Woodside, CA 94062

EXCLUSIVE-USE ROOMS ARE AVAILABLE AT THE 4th FAIRE

You may rent a room, in the Civic Auditorium, that will be exclusively under your control throughout the Faire. You might use it for:

- Private conference room
- Half-day/3-day product seminars
- For-fee tutorial or seminar

If you are interested in such facilities, please contact Marguerite, at (415) 851-7075, for additional details.

for knowledgeable individuals to present interesting machine-specific applications. *Little gotcha: The absolute deadline for the Faire's receipt of camera-ready papers in a specified format is MARCH 1st.* If you think that you may be interested in presenting one or several papers, (1) begin drafting them, now, and (2) phone or write as soon as possible to request a Speaker/Author's Kit.

You might also consider contacting some of your customers who are using your equipment in unusual or interesting applications, and encouraging them to present their work in the Faire Conference.

Distributors & Retailers: Get Your Free Gazettes For Your Customers

The Faire has just finished mailing 50,000 copies of the first of several issues of its *Silicon Gulch Gazette*. Prior to the 4th Computer Faire, in May, another 200,000 copies will be published and distributed nationally and internationally. This will include copies made available in quantity, *without charge*, to anyone wishing to distribute them.

Typically, the *Gazette* will contain a variety of information of general interest, as well as — of course — all the details of the forthcoming West Coast Computer Faire.

Simply call or write the Computer Faire and indicate (1) how many copies you wish to receive, and (2) where to ship them by UPS (must be a street address; UPS cannot deliver to a P.O. Box). The Faire will pay all charges, including shipping charges.

CONTROLLED CIRCULATION STATEMENT
The Intelligent Machines Journal is published approximately biweekly, with offices at 345 Swett Rd, Woodside, CA 94062. Subscriptions are \$18/year. Application to mail at controlled circulation rates are pending at San Jose, CA 95125 and Redwood City, CA 94063. Postmaster: Please send Form 3579 to IMJ, 345 Swett Rd, Woodside, CA 94062.

Write News Releases That'll Be Used

One of the best things you can do to obtain some significant, free publicity for your products is to take the time and effort to prepare and distribute a *good* news release. Many of the trade periodicals will pick it up and use the information... if you don't make it too difficult for them (us). After all, a news release is a product of your company — just like the item it describes — and represents your company in the marketplace. Here are some guidelines you should consider in preparing the release:

NEVER prepare a news release in all caps — not even if that's the only kind of printer you have hooked up to your super-duper text editor. If you do, (1) a copy editor has to guess which nouns are proper names and how to capitalize product names properly, and (2) you greatly reduce the likelihood that any portion of the copy will be printed verbatim, or with minimal copy editing. If you force the products editor to rewrite your news release completely, by making it difficult and/or impossible to do minor editing of the news release or to use it directly, then you reduce the likelihood that the article will say what *you* want it to say, and you force *any* appearance of an article about your product to be dependent upon the writing time the products editor has available — for he or she must write it from scratch.

ALWAYS type your news release; always double-space it; always leave ample borders — meaning at least one inch on sides and bottom, and two or three inches at the top.

If possible, include a glossy, black-and-white photo of the product — at least 3" x 5" and preferably 7" x 10" (but, almost any photo is better than no photo; the editor will discard it if it is unsuitable). Photos are particularly desired by editors in technical trade periodicals — where it's hard to come by goodies to break up the monotony of printed text — and will not only enhance the likelihood of your news release being used, but will also favorably influence the amount of page space devoted to it.

If possible, keep your news release to one page (if not, then be sure to number the pages — a comment you'd think would be needless). If it must be more than a single page, make sure that the most important points are on the first page, i.e., do *not* write a news release in the same way you'd write a tech manual, with logical progression and major points appearing wherever logic dictates. Place the *news* first, and use the following paragraphs to fill in the details.

If possible, enclose appropriate technical specifications and data sheets, but never, never, **NEVER** send an editor an unrequested, pure tech specs and data sheets, expecting him to perform the editorial con-tortions necessary to convert such data into a viable story.

Another seemingly obvious guideline: Be sure to include — at the top of the first page of the news release — both the name, address, and telephone number of your company, and the name(s) and phone numbers of persons from whom an editor can obtain additional information. You need not include a cover letter, unless you really need to make some additional statements.

If your news release is time-sensitive, (i.e., it contains information that should not be released prior to a certain date, or information that must appear before a certain date) clearly indicate that at the top of the news release. Otherwise, it is appropriate to place the statement, "FOR IMMEDIATE RELEASE" at the top of the

first page.

ADDITIONAL REQUESTS FROM IMJ

Please include pricing information — both retail and dealer prices. We often find it useful to be able to include such pricing information in our articles, both in the General Editions, and in articles in these Industry Editions (which go to about 800 stores and distributors, among others). Of course, we will not publish dealer pricing information in the General Edition.

If your company address is different from the address to which you wish customer queries to be directed, please be sure to include the latter address as well. We make a concerted effort to include reference addresses and telephone numbers in all of our product articles.

PUBLICITY YOU MIGHT NOT HAVE THOUGHT OF

News releases covering interesting *applications* of your products are, in many cases, even more desirable than product announcements. Additionally, they often provide excellent opportunities for visually interesting, usable photographs. By distributing news releases concerned with uses and applications, you can often keep your company name and product name in the news, even when you aren't producing anything new.

Keep in mind that newspapers, such as *Computerworld*, *EE Times*, and — of course — the *Intelligent Machines Journal*, have a much shorter lead-time on editorial content than do magazines. As such, you may often be able to obtain publicity for

an event or application that is time-sensitive — coverage that you could not reasonably expect from the trade magazines.

A WORD ABOUT CONTENT

Don't waste your time and the time of the editor by including questionable superlatives and product praise. Jus' stick to the facts, and let them illustrate the quality and character of your product. Any editor worth a darn is going to blue-pencil the self-praise, anyway — and the more B.S. you include, the more jaundiced will be the editor's view of your entire news release. In fact, we have been known to discard some news releases simply because they were so filled with self-adulation that the significant content (if any) got lost in the shuffle; our suspicion is that this is the case with almost every editor in the business.

a booth plan for the 4th Computer Faire may be found on the page connected to this one in the back half of this Industry Edition of IMJ.

COMPUTER FAIRE

EXHIBIT SPACE INFORMATION

4th West Coast Computer Faire
Civic Auditorium & Brooks Hall
San Francisco, California

Show days: Friday—Sunday, May 11—13, 1979

EXHIBIT SPACE

Type of booth (& size)	Aisle frontage	Booth package rental fee
CIVIC AUDITORIUM		
unlettered line booth (10'x10')	10'	\$ 500
"C" corner booth (10'x10')	20'	600
"E" front entrance booth (10'x10')	20'	900
"B" big booth (20'x10')	30'	1000
BROOKS HALL		
unlettered line booth (10'x10')	10'	500
"C" corner booth (10'x10')	20'	600
"Q" quad island (20'x24')	88'	2600
"H" hex island (30'x24')	108'	3600
two-digit microbooth (6'x6') *	6'	175*

*Micro booths are provided explicitly for the smaller companies, consultants, and computer craftspeople. As such, a maximum of ONE (1) microbooth may be rented by a single company or individual. Side wings will be installed separating adjacent microbooths.

BOOTH PACKAGE

Rental of *each* 10'x10' exhibit space or microbooth is for the duration of the Faire and will include:

- one 8'-long draped table for each 10'x10' space
- one 6'-long table for each microbooth
- one 1000-watt, 110-volt electrical service for each 10'x10' exhibit space**
- one 500-watt, 110-volt electrical service for each microbooth**
- five exhibitor door passes (free registrations)
- one 9"x44", one-line, booth identification sign (approximately 20-characters long)
- booth backwalls and sidewalls

**The 500-1000 watts of electrical service will be provided without cost to the exhibitor, if it is requested by checking the appropriate box on the *Contract*.

AISLES

All longitudinal aisles are 16' wide.

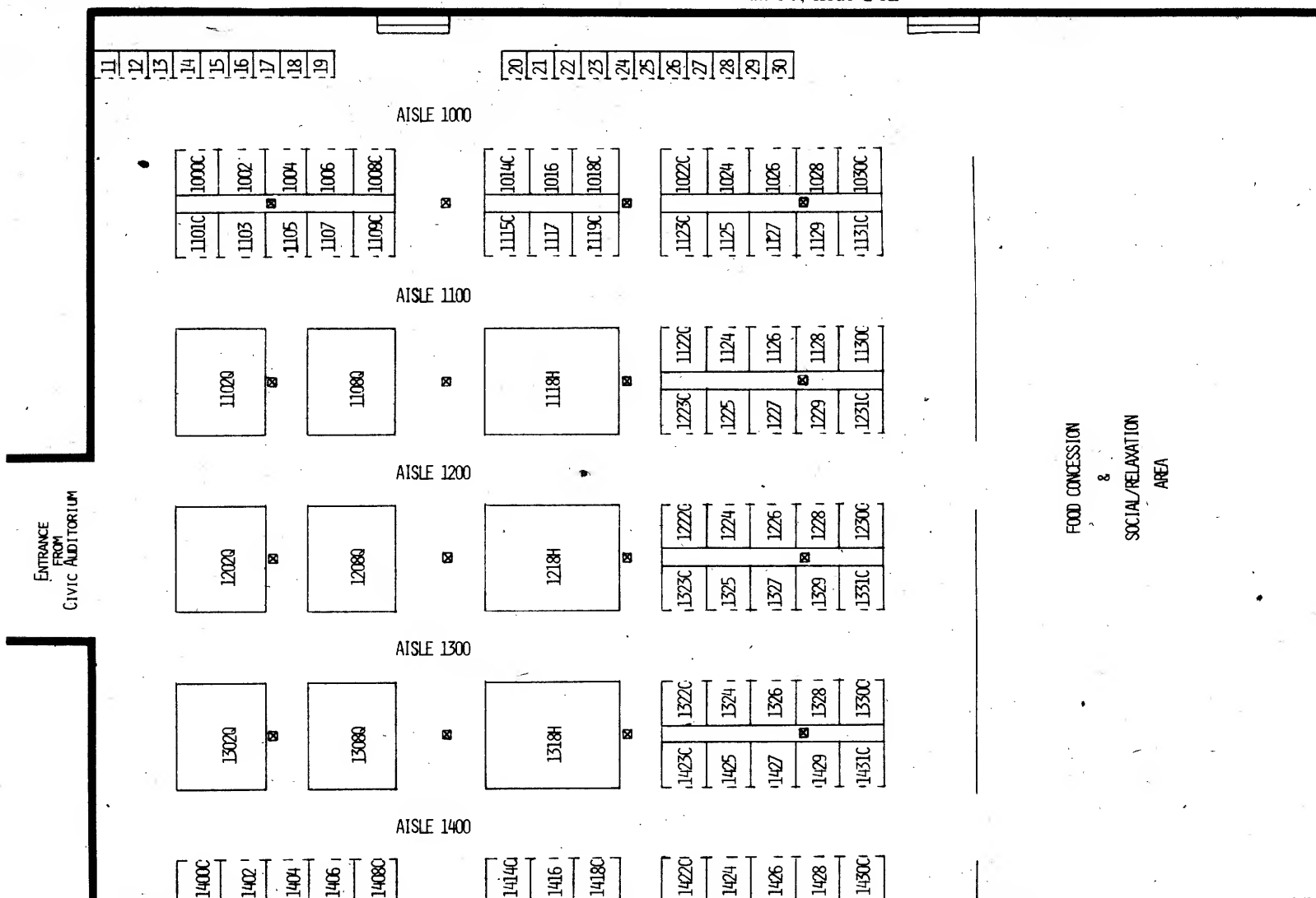
SPACE RENTAL AND PARTIAL PAYMENT

All exhibit space is rented **ONLY** on a *first-come, first-served* basis. Booths may not be assigned until Computer Faire has received payment and a completed contract.

Prior to March 1, 1979, exhibitors may pay 50% of the full rental fees for the booths they desire, with the understanding that the remaining 50% will be *received* by the Computer Faire, no later than March 1, 1979. If the balance is not received by that date, the Computer Faire may void the rental with the initial 50% payment being forfeited to the Computer Faire.

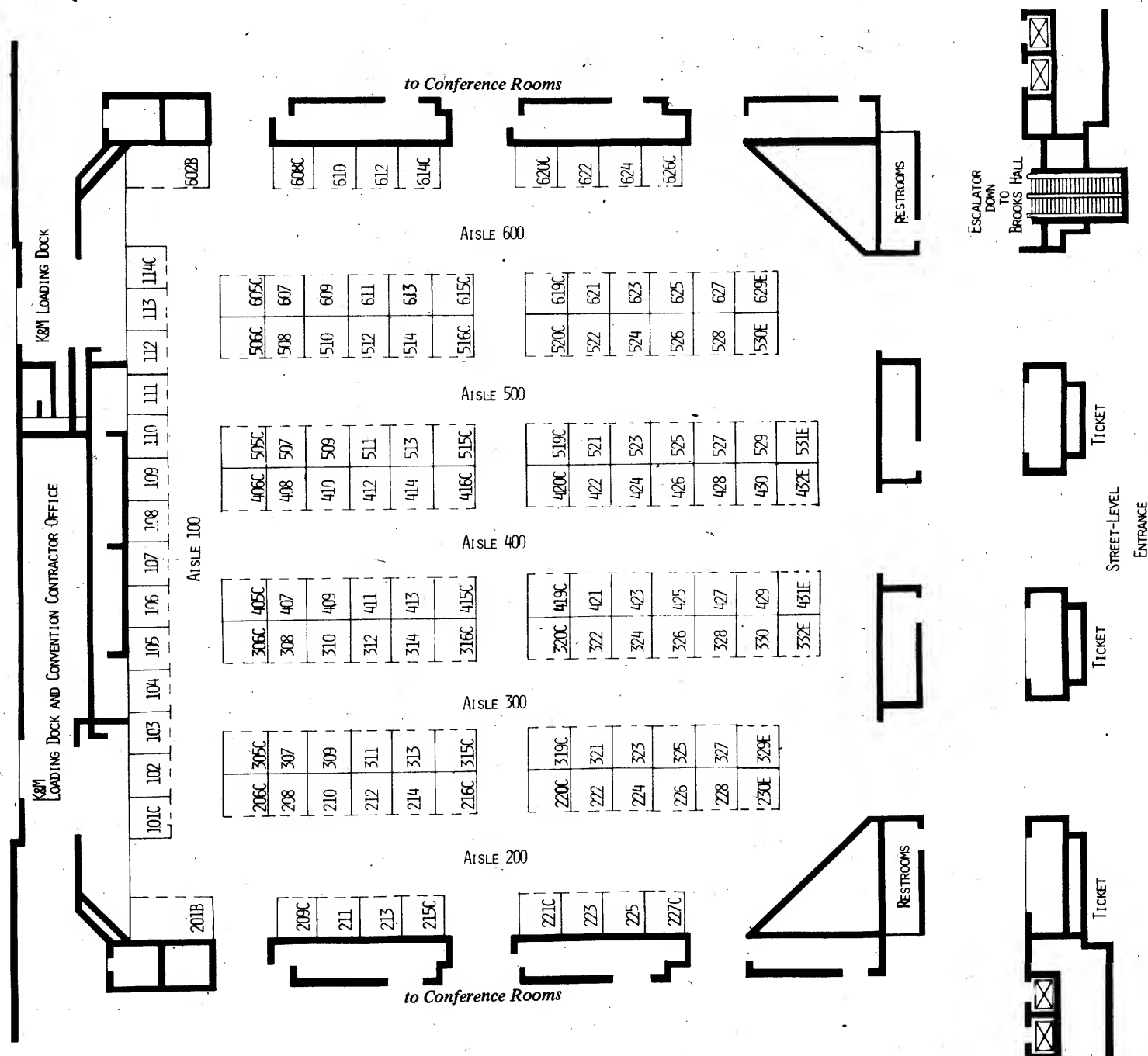
After March 1, 1979, full payment of rental fees must accompany the completed contract, in order for booths to be assigned.

Please note our new mailing address: 333 Swett Road, Woodside CA 94062 (415) 851-7075



BROOKS HALL

FOURTH WEST COAST COMPUTER FAIRE



SAN FRANCISCO CIVIC AUDITORIUM

M.I.T.A. PROGRESS . . .

continued from front page

- adopting a standard warranty, and feel that the microcomputing industry might also reap such benefits.)
 - consumer education
(This may take the form of simply contacting the media and offering the Association as a means by which the media can obtain accurate and expert information and interviews, or it may take the form of Association-generated publications and more active media programs.)
 - retailer & manufacturer support
(A variety of ideas have been proposed on the subject of manufacturer-distributor-retailer interaction, ranging from simply facilitating communications, to establishing a credit reporting and/or delivery monitoring program. No decisions have yet been made in this area.)
 - legislative activity
(Both state and federal legislative bodies are considering an increasing variety of proposals for statutes significantly affecting computers, computerized files and databases, and computer-related communications. Many of us are acutely aware that regulations which would be quite acceptable to IBM, CDC, or AT&T—or to companies using large mainframes and employing a full DP staff—can easily be disastrous for the microcomputer consumer. As individuals within the industry, each of us has a very small voice, at best, in speaking to legislators. However, speaking as an Association of several hundred to a thousand members, legislative committees may reasonably be expected to hear our testimony and give it serious consideration.)
 - group insurance
(The Association plans to investigate a variety of insurance programs that might be offered—through M.I.T.A.—to its members.)
 - transportation & lodging discounts
(There appears some likelihood that the Association can arrange such things as reduced rent-a-car rates for members, and perhaps some reduced hotel and air-fare rates, e.g., for those members attending a conference or convention.)
- These are *some* of the programs currently being considered by the Association. Certainly, you are invited to propose additional programs and activities that you feel would be appropriate for M.I.T.A. to undertake. Please note that most if not all of these programs are ongoing activities; they are not one-shot problems that can be solved once, and thereby no longer exist.

Possibly one of the most significant and useful things the Association can offer to the industry is an accurate and independent communication and information facility. Any number of people have commented on the "vested interest" nature of many of the newsletters and industry-oriented trade periodicals. Without in any way meaning to imply criticism, it is reasonable to expect that newsletters produced by show promoters may be biased toward shows in general or toward the promoter's show in particular. Newsletters produced by magazine publishers may be expected to be biased toward the glories of magazine advertising and writing articles for the publisher's magazine. The trade publications may sometimes be hesitant to publish controversial or critical information if it pertains to a major advertiser, or particularly if it pertains to an entire subgroup within the industry—e.g., retailers, manu-

facturers, show organizers, etc.

Additionally, any number of industry members have expressed irritation, at one time or another, over the multitude of surveys and requests for information they receive from market survey groups. What seems to be particularly irritating is that such groups often request one or several hours of the professional's time—and then try to sell the results of the survey back to the individual at a cost of hundreds or thousands of dollars. Further, since the respondents have no vested interest in providing accurate or complete information, or even responding at all, the accuracy of the results may often be questionable.

Yet, the industry badly needs the ability to communicate, and badly needs accurate market information. A reasonable solution is for the industry to do it for itself. A newsletter produced by an Executive Secretary who is a full-time employee of the Association is less likely to be biased towards any outside vested interests (though it might be biased toward the Association). A survey—proposed by the members, soliciting information from the members, with the members knowing that their own Association is conducting the survey and knowing that the results will be made available to them at cost—seems likely to yield excellent, accurate, timely, and economical results. Finally, a newsletter produced by the Association will be under the control of those being served; if the members don't like it, they can change it.

CURRENT PROGRESS

To date, the Board of Directors has held three meetings: the first, on the morning following the general organization meeting in L.A.; the second, a six-hour Sunday meeting near the Orange County Airport, November 19; and the most recent, a half-day meeting during the Winter Consumer Electronics Show. Alternatives for financing the programs that have been proposed were discussed. Staffing was discussed, and the Board concluded that an Executive Secretary should be located and hired. The Association is pursuing incorporation in California as a nonprofit trade association. The Association has decided to use the services of a law firm, rather than a single attorney, for its legal advice and activities, feeling that a firm could better address the variety of legal questions that are likely to arise. Currently, Adam Osborne has been directed to investigate legal services and incorporation, and report back to the Board. The Board appears to be in agreement that membership fees will be set up on a sliding scale, with lower fees for the smaller companies. There appears to be complete agreement that M.I.T.A. membership will be open to all interested members of the industry, including hardware manufacturers, software producers, retailers and distributors, publishers, show organizers, and consultants. The By-Laws have been drafted, and are currently being revised to what is hoped will be their final form.

Yes, You Can Sell From Your Booth During the 4th Computer Faire

Unlike the prohibition placed on exhibitors at some of the professional computer conventions (that is, computer conventions for professionals), the Computer Faire explicitly allows exhibitors who wish to do so—and who obtain the necessary licenses—to sell from their booths. A number of exhibitors have reported that they more than paid their expenses in direct, off-the-floor sales at some of the previous Faires (names and addresses are available upon request).

50,000 Silicon Gulch Gazettes Mailed — And 200,000 To Go

The Computer Faire has just finished mailing the first fifth of 250,000 copies of its direct-mail promotional medium, the *Silicon Gulch Gazette*. (As of now, that count is 54,000, since a copy is enclosed in this issue, and this Industry Edition is going to slightly less than 4,000 companies and industry professionals.)

The first edition of *SGG* to be concerned with the next Computer Faire was an 8-page issue, combining a call for papers and participation in the 4th Faire with a major set of articles reviewing the *Conference Proceedings* of the 3rd Faire. It also included an insert of the 16-page second issue of the *Intelligent Machines Journal*, making it a healthy, 24-page news periodical for the microcomputing community. This first issue of *SGG*, "Volume 4," was distributed as follows:

mailing list	Zip codes covered	quantity
IEEE Computer Society	07000-08999, 40200-89999	3,318
Byte magazine	07000-19699, 90000-93999	26,780
Dr. Dobb's Journal . . .	00000-93999	7,696
Computer Faire list	00000-92xxx	11,494+
approximate total:		49,200

In addition, this *SGG* was inserted in approximately 800 subscriber copies of the *Intelligent Machines Journal*.

Note: In the past, the Faire has initially published figures for its planned *Gazette* circulation, then actually distributed much larger quantities than was planned and initially stated. The preceding information merely reflects the Faire's plans as of this writing—and specifies a *guaranteed minimum* distribution.

MITA OFFICERS

Jim Warren, President
Bill Langenes, Secretary
Vern Raburn, Treasurer

MITA BOARD OF DIRECTORS

Jim Brown, Director of Sales
Computer Data Systems, Inc.
5640 Fairmont Dr.
Wilmington, DE 19808
(302) 738-0933

Carl Burlin, Owner
Byte Shop of Placentia
123 Yorba Linda Blvd.
Placentia, CA 92670
(714) 524-5380

John French, Marketing Consultant
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Mission Viejo, CA 92691
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1286 Lawrence Stn. Rd.
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(609) 448-9165

Vern Raburn, Marketing Director
GRT Corp.
1286 Lawrence Stn. Rd.
Sunnyvale, CA 94086
(408) 734-2910

Jim Warren, Director
Digicast Project
345 Swett Road
Woodside, CA 94062
(415) 851-7075

FOUR MORE 50,000-COPY DISTRIBUTIONS

Another 100,000 copies of this first issue of the *SGG* will be distributed within the next two weeks. Then, 100,000 copies of the second (pre-Faire) issue of the *Gazette* will be distributed three to six weeks prior to the Faire—carrying all the details of the Faire.

Each of these two 100,000-copy issues will go out in two 50,000-copy distributions. This optimizes their availability to advertisers, and their drawing power for the Faire (mailings to east coast addresses are sent earlier than those to SF Bay area addresses).

50,000 of the first issue—inserted in an *Intelligent Machines Journal* to encourage their being read—are being mailed several days after this Industry Edition.

A final 50,000 copies of the first issue will be mailed inside Issue 3 of *IMJ* on February 14th—ad closing date is Feb 8.

The second edition of the Faire's *SGG* will be distributed inside Issues 6 and 7 of the *Intelligent Machines Journal*—50K copies of each.

DISTRIBUTED TO WHOM?

These combined issues of the *Journal* and the Computer Faire's *Gazette* are being shipped in small bulk quantities to stores, clubs, educators, college and university EE and CS departments, and being mailed as controlled circulation (2nd Class) periodicals to mailing lists from:

- Byte magazine
- the IEEE Computer Society/Compcon list
- Interface Age magazine
- Dr. Dobb's Journal . . .
- the Computer Faire's own list
- People's Computers/Recreational Computing magazine
- California secondary schools (math & science teachers)
- Popular Electronics magazine
- U.S. colleges and universities (Math, EE, and CS Departments)
- etc.

California Computer Retailers:

The *Journal* can create regional special editions at the drop of a check. In addition to the regularly scheduled Northern California and Southern California Editions of *IMJ*, we can generally create a special such edition with only two weeks' notice. We are willing to do so any time we are guaranteed \$1500 ad revenue for a Northern California Edition (10,000 or more), or \$800 ad revenue for a Southern California Edition (5,000 or more).

May we help you reach your customer community?

Note: One of the original eleven Directors has indicated that he plans to resign from the Board for personal reasons, hence is not listed above.

IMJ ADVERTISING RATES BASED ON MAGAZINE-FORMAT COPY

These *base rates* apply to those issues of which 20,000 copies are distributed. Please see the "Publication Schedule" for the number of copies of each issue, and for the multiplication factor — to multiply times these base rates — in computing the rates for those issues of more than or less than the 20,000 copies.

These are "local rates" (*not* agency commissionable).

<u>size of ad copy</u>	<u>description of ad copy</u>	<u>base rate*</u>	<u>column inches</u>
7" wide x 10" high	full magazine-sized page	\$400*	30"
9.1" wide x 13" high	130% enlargement** of 7"x10" ad	600*	52"
7" wide x 5" high	horizontal ½-magazine-sized page	\$225*	15"
9.94" wide x 7.1" high	142% enlargement** of 7"x5" ad	400*	28½"
3½" wide x 10" high	vertical ½-magazine-sized page	\$300*	20"
4.55" wide x 13" high	130% enlargement** of 3½"x10" ad	375*	26"
3½" wide x 5" high	¼-magazine-sized page	\$175*	10"
4.97" wide x 7.1" high	142% enlargement** of 3½"x5" ad	220*	14¼"

** Enlargements of camera-ready positive print copy will be done without charge.

* Special Editions may have larger or smaller press runs, and thus may have higher or lower advertising rates than specified in the BASE RATE, above. See the "Publication Schedule" for the size (number of copies/distribution) of each issue, and the accompanying MULTIPLICATION FACTOR to be used in computing ad rates for each particular issue, using the above rates as a base.

MULTIPLE INSERTIONS IN A SINGLE ISSUE

For insertions of multiple ads on multiple pages of a *single issue*, please call for rates and discounts.

IMJ "NATIONAL" ADVERTISING SPACE RATES

(*Agency Commissionable*)

National advertising rates *are* agency commissionable. *IMJ* will discount national rates by 15% for all agencies wishing to claim an agency commission.

National rates may be computed from the "local rates" that are used throughout this rate sheet, by dividing local rates by .85.

Upon request by an agency, *IMJ* will invoice for an ad insertion at national rates with the 15% agency discount indicated and allowed.

4.97" wide x 7.1" high

(142% enlargement of 3.5" x 5" ad)

Base Ad Rate:

\$220* (20,000 copies guaranteed)

3.5" wide x 5" high

(quarter magazine page)

Base Ad Rate:

\$175* (20,000 copies guaranteed)

4.55" wide x 13" high

(130% enlargement of a 3.5" x 10" ad)

Base Ad Rate:

\$375* (20,000 copies guaranteed)

3.5" wide x 10" high

(vertical half magazine page)

Base Ad Rate:

\$300* (20,000 copies guaranteed)

Please remove and save
this four-page sheet of
IMJ advertising rates
and specifications.

*Note that special editions may have higher or lower rates

9.1" wide x 13" high
(130% enlargement of a 7"x 10" ad)

Base Ad Rate: \$600* (20,000 copies guaranteed)
**Note that special editions may have higher or lower rates*

7" wide x 10" high
(full magazine page)

Base Ad Rate: \$400* (20,000 copies guaranteed)
**Note that special editions may have higher or lower rates*

What Is a Cheshire?

No, Alice, we're not being catty. We have discovered that many business people don't know what a cheshire label list is. If you ever plan to do direct-mail advertising, you'll find it useful to know about such lists and their associated machines (whence the name derives).

A cheshire label list is simply a listing of address labels, usually in four columns ("4-up": a modified uncola format), printed on *plain* pinfeed, fan-folded paper. The paper is ordinary computer printer paper, without glue. The labels are *not* pressure-sensitive.

Almost any mailing house worthy of the name (look under "Mailing Lists" or "Mailing Services" in the Yellow Pages) will have a Cheshire labeling machine. This dandy device accepts pin-feed, fan-fold paper with single or multiple columns of fixed-size labels, slices the paper vertically to separate the columns of labels, slices each such strip horizontally to create individual rectangular label slips, rolls glue on

the slips, and sticks 'em on your direct-mail piece. They're fast and they're cheap — we are currently paying \$5/1000 for labeling. And, of course, the mailing house can also sort and bundle the bulk mail in the manner desired or demanded (in the case of other than First Class mail) by the Post Office. For any quantity at all — unless your time or your staff's time is free — cheshiring is the only way to label!

If you're going to generate your own label listing, check with the mailing house you plan to use before printing the labels. Most mailers will process cheshire lists only if they are in one of several forms. If you don't know what mailer you are going to use, you are generally safe in generating labels in the following format:

- Use 132-column, 11" fold-to-fold, fan-fold, pin-feed paper
- Print labels in four columns (4-up), each 33 characters wide
- Leave at least one line, and preferably two lines, between labels
- Leave at least two character positions, preferably more, between columns
- From the top of one label to the top of the next should be one inch
- Labels should be centered on page horizontally, and should not cross folds vertically

WHO RUNS COMPUTER FAIRE?

The Computer Faire is a California-chartered corporation, owned by three individuals: Jim Warren, Bob Reiling, and Rick Bakalinsky.

Jim has been a computer consultant, specializing in small computers, since the late 1960's. He holds four degrees — two in math, one in EE, and one in Medical Information Science — and has completed all requirements, except his dissertation, for a Ph.D. in Computer Engineering, at Stanford University. Jim became involved in micros through membership in the Homebrew Computer Club, based on the San Francisco peninsula, and was the first Editor of *Dr. Dobb's Journal of Computer Calisthenics & Orthodontia*, a publication of People's Computer Company. At present, he is the manager of the Computer Faire, publisher of the *Intelligent Machines Journal*, and Director of the Digicast™ Project — a project to distribute news and information in machine-readable form via FM broadcast using existing channel allocations and transmitters.

Bob Reiling is an electrical engineer of some years' experience, and is currently an engineering manager associated with a major electronics firm in the San Francisco Bay area. He has worked in electronics in the U.S., Europe, South America, and Mexico. Bob's activities have included forming major engineering groups supporting NASA activities, and participating in the Viking Program, which placed unmanned spacecraft on Mars. He was a founding member of the Homebrew Club (the first amateur computer club in the nation), and is Editor of its *Homebrew Computer Club Newsletter*. Bob is the Operations Manager for the Computer Faire.

Rick Bakalinsky has had a decade of experience in publicity and in newspaper production, including publishing his own newspaper for several years in the early 1970's. He was working with People's Computer Company when the idea for *Dr. Dobb's Journal* was born. Rick was the innovative punster who created *DDJ's* name, and was in charge of its production for most of its first year of existence. Rick is responsible for the preparation, production, and distribution of the mass of direct-mail publications and advertising that is produced for each Faire.

A staff of five full-time employees, plus five part-time people, provide the secretarial, administrative, and some PR/editorial support for these Faire organizers.

COMPUTER FAIRE MAILING LIST AVAILABLE

The Faire has now amassed about 45,000 names in a high-quality, ZIP-sorted mailing list. It is composed, for the most part, of:

- attendees of any of the first three Faires
- names from PC '77 (Atlantic City), PC '78 (Philadelphia), IME '78 (Dallas), etc.
- people who ordered one or more copies of the Faire's *Conference Proceedings*,
- those who wrote or called, requesting information about a Faire,
- etc.

The list has been cleared of duplicates, and is regularly "cleaned" of no-longer-valid entries by "Address Correction Requested" mailings of the *Gazette*. (Since we use it for our own promotions, we find it profitable as well as desirable to keep it as clean and up-to-date as possible.)

The list is available, in part or *in toto*, on a list rental basis (i.e., one-time use per purchase) under the following fees:

- \$40/1000, 4-up cheshire listing
- \$45/1000, 1-up pressure sensitive
- Minimum order is 1000
- \$10 additional for each ZIP-based selection parameter
- UPS shipping paid for prepaid orders
- C.O.D. orders will include UPS fees
- Orders must be prepaid or C.O.D.

Orders will generally be shipped within three days of receipt of a phone-in or a written order. Phone-in orders are welcome and will be shipped C.O.D.

CRAIG JOINS CREATIVE COMPUTING

John Craig, who was the first Editor of Wayne Green's *Kilobaud*, submitted his resignation to Wayne last summer. Shortly thereafter, he joined Dave Ahl's *Creative Computing* as Editor, replacing Steve Gray, who went on to other adventures in the New York area.

Since then, Green has been functioning as both Editor and Publisher of *KB*.

Vas Ist?*

The Intelligent Machines Journal versus the Silicon Gulch Gazette

The Computer Faire publishes the *Silicon Gulch Gazette* as a direct-mail promotion medium to reach potential speakers and attendees for the Computer Faires. As such, it is published on an irregular schedule, in fairly large press runs, and carries every bit of available information about the Faires that could conceivably be of interest.

The *Intelligent Machines Journal* is a genuine biweekly newspaper, published 26 times per year. It depends upon subscriptions (\$18/year for 26 issues) and advertising for its support, and is the only bi-weekly periodical directed toward the microcomputing community — OEMers and small-computer professionals as well as computer amateurs and hobbyists.

The *Gazette* is distributed without cost, both by direct mail to multiple mailing lists (thus, some dedicated computer fanatics may receive two or more copies, and, in many cases, will pass them along to associates), and in bulk by UPS to computer and electronics stores, for free distribution to their customers.

The *Journal* guarantees 20,000 circulation to its advertisers. Until its number of paid subscriptions and paid resale orders from distributors reaches that 20,000, the difference is made up by mailing sample copies to segments of the Computer Faire mailing list, on a *non-duplication* basis. That is, a subscriber to *IMJ* who is also on the Faire's mailing list will receive only one copy, not two. Currently, it takes three to four issues for *IMJ* to fully cycle through the Faire's mailing list — any non-subscriber will only receive every third or fourth issue, which should provide an incentive for them to subscribe.

The Computer Faire mailing list is made up, for the most part, of: (1) people who attended one or more of the Computer Faires; (2) people who have ordered one or more copies of the Faire's *Conference Proceedings*; and (3) people who have taken the time and effort to call or write and request information about the Computer Faires and/or *Proceedings*. Thus, this list is composed, to a large extent, of individuals who have spent some significant portion of their money and — more importantly — their time either attending one or more Faires, or reading a *Conference Proceedings*. As such, it is a relatively high-quality list of people who are seriously interested in microcomputing and its applications.

LOW-COST, FAST-TURNAROUND: ADS THAT CAN REACH 200,000

In the next three months, the *Intelligent Machines Journal* will be working with the Computer Faire's *Silicon Gulch Gazette* to distribute four editions of combined issues, each having 50,000 copies. The next two 50K runs will be published in the first and second weeks of February. The final two 50K runs will be published in the latter part of March and the first part of April.

Since the Computer Faire is underwriting much of the printing and distribution costs of these editions, these issues will offer unusually low-cost advertising rates. Due to these very low rates, payment must accompany the advertisement insertion order.

Closing dates for receipt of ad copy will be only five days prior to printing and distribution. Please see rate and date nitty gritty's, elsewhere in this issue.

COMBINED ISSUES

For the mutual benefit of the readers, the advertisers, the Computer Faire exhibitors, the Computer Faire, and the *Intelligent Machines Journal*, the *Journal* and the *Gazette* come out, from time to time, as a combined issue.

This benefits the advertisers and *IMJ* by providing a broader exposure than is possible through the General Edition of *IMJ* alone. Although advertising costs are higher for these large-press-run combined issues, the per-reader cost is much lower, even if it is assumed that there will be a percentage of multiple copies delivered to a single individual, due to the use of unmerged multiple mailing lists. This lower cost is possible due to the Faire's paying for much of the production and distribution costs from their promotion budget.

This benefits Faire exhibitors and the Computer Faire itself, for the *Silicon Gulch Gazette* is more interesting and is more likely to be read when it includes the variety of interesting and timely news that *IMJ* provides.

And, it benefits *Journal* subscribers by providing them with complete information about the Computer Faire, which is generally recognized as being one of the major microcomputing conventions.

*Of course, we all know it's actually spelled with a "w"

WHO MAKES AN S-100 9-TRACK TAPE DRIVE CONTROLLER?

Our landcreature (that's landperson without the sexist "son" suffix, alliterally speaking) — who is a megamonster mainframer type — said that she'd be delighted to move to micros ... if she could just find one that includes the capability of reading and writing "industry standard" (meaning "IBM compatible," for you solder jockey newcomers, if any) 9-track, 1/2-inch magnetic tape. Not having kept up with such antiquated hardware concepts, we were at a loss to be able to point to a manufacturer who produces such a tape drive controller, that will plug into an S-100 bus, or Intel bus, or TRS, or PET, ... or any other micro (except, o'course, those that use the MicroNovas and LSI-11's).

Surely someone has done this by now. If you'll tell us, we'll tell everyone else. (Please include prices and availability; we're also personally interested.)

HOW IS IMJ RELATED TO THE COMPUTER FAIRE?

The *Intelligent Machines Journal* is a legitimate, fast-turnaround, subscription and advertising based news periodical. It is exclusively the product and property of Jim Warren.

The Computer Faire is a California-chartered corporation that produces some of the largest computer conventions exclusively addressing the microcomputing community and marketplace. Jim Warren is the President of the corporation, and has two partners — Bob Reiling and Rick Bakalinsky.

The Faire attributes much of its success to the use of a direct-mail, newspaper-format promotional piece — the *Silicon Gulch Gazette* — of which several hundred thousand are distributed for each Faire. Now that the *Intelligent Machines Journal* exists, and because it is advantageous to everyone concerned, the Faire will distribute its *Silicon Gulch Gazette* as an insert in some of the issues of the *Journal*, and will partially underwrite the extra cost of massive, free distribution of those issues in the same manner as it has done in the past with the *Gazette*.

Digicast Holds High Potential For Microcomputer Industry

The Digicast™ Project is a plan to transmit digitally-encoded information over FM broadcast channels for consumption by a wide variety of general and special audiences using receivers of arbitrary capabilities. This may include stock and commodities information, real estate listings, want ads, theatre and airline schedules wire service and special-interest news, etc.

GONNA CREATE A HELLUVA MARKET

As stations begin transmitting information, a number of viable markets will be created as quickly as the products can be manufactured to fill them, e.g.,

- * Digicast receivers that will accept analog broadcast input and produce digital output — parallel, serial, S-100, RS-232, ... and probably 370 channel-compatible,

- * Demodulators for installation in such receivers,

- * Interfaces between the demodulators or receivers and PETs, TRS-80s, TI machines, etc.,

- * Special-purpose hard/soft turnkey systems, e.g., to receive and summarize stock reports, commodities sales, real estate listings, credit card and bad check fraud alert information, etc.,

- * Receiver software limited only by the imagination and data being transmitted,

- * Information sourcing and information production for transmission,

- * Equipment and software for the transmission and reception of graphics and fax data,

- * Key-wording and article indexing systems appropriate for on-the-fly scanning by Digicast receivers,

- * (You fill in the blank:)

If in no other way does Digicast have a high market potential, it will cause an instant market in each transmitter area of all of those owners of personal computers who would just love to prove to their spouses and non-computer-crazy friends that their fun machine is also a useful machine... it can receive the local "electronic newspaper."

It also has one of the selling points of CB radio — "I can receive something you can't receive," i.e., electronic one-upsmanship

IT'S ALREADY BEING DONE!

Currently, there are about half a dozen companies transmitting digitally-encoded alphanumeric information to paying customers via regular FM subcarriers. dozen companies transmitting digitally-encoded alphanumeric information to paying customers via regular FM subcarriers. Almost all of the receivers are currently little more than printers, creating hard copy of whatever is transmitted. It appears that no one has yet added significant intelligence or information processing power to the receivers — yet, most of them are making money, and have a growing list of clients.

So far, all of these systems are transmitting special-interest information to a very select set of business customers; no one has yet addressed the general consumer market. Currently operational systems include a fraud alert system for banks; management information for some grocery store chains; commodities reporting for agribusiness clients; and some variations on the concept of "electronic mail."

Additionally, there are groups in the San Francisco Bay area, Minneapolis area, and Florida area, that hope to transmit — at least on an experimental basis — to a more general receiver audience this year. The Minneapolis group reports that it expects to be allowed to transmit the UPI wire service as part of its information pro-

duction.

THE DIGICAST™ PROJECT

The Digicast Project is the creation of Jim Warren, the Publisher of *IMJ* and otherwise fairly well known in microcomputing circles. The Project has at least two current foci: proposing and widely distributing transmission and communication standards for such systems; and initiating such transmissions, in at least the San Francisco Bay area, before the end of 1979.

THE FIRST DIGICAST WORKSHOP

The Project has just completed the First Digicast Workshop, held at Stanford University, January 18-19. This workshop involved broadcast engineers and consultants, computer communications and networking experts, subcarrier receiver manufacturers, and individuals who are currently using subcarriers and experimenting with digital subcarrier transmissions. This first workshop was for the purpose of investigating how best to find the missing link — how to close the communication link between digital data arriving at an FM transmitter, and have it received by a distant computer. At the end of the first day of the Workshop, a protocol was roughed out that would allow 4800 and 9600 BPS transmission. The following morning, one of the engineers in the group announced that he had breadboarded the design the previous evening, and it appeared to work... at least, in the lab environment. Another member of the group — a broadcast engineer working for a local station that currently has a Special Temporary Authorization (STA) from the FCC to experiment with digital subcarrier transmission on their FM channel — announced that he had reasonable hopes that he would be able to begin at least off-hour experimental transmission in the next month or two. Another member — the Vice President of one of the two largest manufacturers of subcarrier receivers — volunteered free experimental use of their own, company-owned, FM station, and is currently sending the necessary equipment to assist the Bay area experiments.

Ahhh... but we get ahead of ourselves. The next issue of *IMJ* will carry a full report of the discussion and actions of the First Digicast Workshop, including a specification of the proposed transmission protocol, and will call for comments and criticism — which will be published in succeeding issues (toot of own horn: The nice thing about a biweekly periodical is that it provides the capability for useful dialogue concerning such issues.). The purpose of this Industry Edition article is simply to point out the business potential for such a system, and to provide some reason for the reader to believe that it is a viable possibility in the immediately foreseeable future. Q.E.D.

(Watch future issues of *IMJ* for all the details. And, if you think it's a worthwhile proposal, please consider supporting the *Journal* with your subscriptions and advertising.)

LANGENES JOINS GRT

Bill Langenes, the Associate Editor of *Computer Retailing* and the person primarily responsible for much of the high quality of *CR*'s editorial content, has joined GRT (Sunnyvale, CA) as their Director of Marketing Communications — a "full-time consulting status" position. Bill tells us that he will remain as a consulting and contributing editor for *CR*; however, the amount of time he will be able to devote to editorial efforts is likely to be significantly less than was previously the case.

Bill is also the Secretary of the recently formed Microcomputer Industry Trade Association (and is now working at GRT with Vern Raburn, the Treasurer of M.I.T.A. — this is a close-knit industry).

SEND US YOUR NEWS RELEASES

If you have not yet done so, please place *IMJ* on your mailing list to receive all news releases and product literature (yes, we would appreciate your forwarding product literature — including prices, please — as well as your news releases; being computer junkies, we have personal interests in products, as well as editorial interests).

We are particularly interested in applications-related news releases, and we are just flat out overjoyed by photos.

retailers!

Free Advertising & Loot to Boot

Sale of Faire registration tickets through computer and electronics stores for the 3rd Faire worked so well that the Faire is going to do it again. Here's the deal:

The registration forms and admission badges will be printed as single sheets of light cardboard, perforated so the attendees can detach the badges from the forms. Stores and distributors may purchase such registrations in bulk — and return any unused, intact registrations for **FULL CREDIT**, any time after the Faire (or before it, for that matter). Such dealers will pay \$6 each for such bulk orders — increments of 20 — and sell them for the published preregistration fee of \$7 each.

That's only \$1 profit (with 100% return privilege), but the nice thing about it is that the **Faire will publish your store's name and address in the next issues of the *Silicon Gulch Gazette* — 100,000 will be distributed 3-6 weeks prior to the Faire in May.** The Faire will prominently promote the fact that your store is carrying registrations — "avoid the crush at the door, get your tickets from your store" — which will bring traffic into your store, as well as publicizing your store's name and address... and yielding a wee bit o' profit, to boot. You need not pay for the tickets until you get them; the Faire will UPS them to you, C.O.D.

And, you can draw a lot of traffic this way. Ask Bob Moody (Byte Shop of Palo Alto, 415-327-8080), Dan Burgoon (Hobby World Electronics of Northridge, 213-886-9200), etc., about their repeated orders of registrations for the Los Angeles Faire — and note that Moody's store isn't even in Southern California.

ORDER EARLY TO MAXIMIZE YOUR PUBLICITY

NOTE: ONLY M.I.T.A. WILL PUBLISH THE TRADE ASSOCIATION'S NEWSLETTER

Articles appearing in this *Intelligent Machines Journal* concerning the Microcomputer Industry Trade Association are prepared either by the Editor or by the editorial staff of *IMJ*, and are not presented as being official statements of the Association, unless they are explicitly noted as such.

Wayne Green's recently renamed *Microcomputing Industry Newsletter* — previously named the *Kilobaud Newsletter* — is not in any way officially connected with the Industry Association. The fact that its name was changed with the issue immediately following the organizational meeting of M.I.T.A. that was held in Los Angeles, in no way implies that it is the official communication medium of the Association.

Interface Age is planning to include a regular column of Industry Association news and information. As is the

Conference Proceedings for Resale — Now Available at 40% Discount

The *Conference Proceedings* from the First, Second, and Third West Coast Computer Faires are available at a 40% discount when ordered for resale, and in quantities of 10 or more. Orders will be shipped by UPS within one week of receipt. Orders accompanied by full payment will be shipped freight paid. C.O.D. orders will have the shipping charges included in the charges. Orders must be prepaid or C.O.D., and must be for 10 or more copies in order to qualify for the 40% discount. Out-of-California orders, and orders accompanied by a resale number, will not be charged California sales tax.

First Faire *Proceedings* \$12.00 each

Second Faire *Proceedings* \$13.00 each

Third Faire *Proceedings* \$12.00 each

3-vol. sample sets \$39.22 tax incl.

Discount the above suggested retail prices by 40% when purchasing 10 or more copies for resale.

Moody to Chair Computer Dealers' Meeting During 4th West Coast Faire

Bob Moody, of Byte of Palo Alto and President of the Western Computer Dealers' Association, will chair an open meeting of computer retailers during the 4th Computer Faire. The meeting will be held immediately following the Retailers' Show, which will take place Sunday morning, May 13th. The retailers' meeting will take place in the Civic Auditorium, beginning at noon. Individuals wishing to have specific items presented for discussion should contact Bob Moody, at (415) 327-8080.

if you can't be there...

Faire Will Set Out Your Brochures!

If you are unable to be an exhibitor in the Faire, but would like to have brochures describing your products placed on the "Free Literature" tables, the Computer Faire can assist you. You may ship them to the Faire (request shipping directions), and Faire personnel will see that they are placed on the literature tables during the convention.

The charge for this service to non-exhibitors is \$20/1000 copies, with a \$50, prepaid minimum. Contact the Faire office for additional information and for making arrangements.

Of course, exhibitors are welcome to place literature on the "Free Literature" tables, without charge.

case with *IMJ* and *MIN*, however, this column will be an editorial activity on the part of the *IA* staff, and will not be the official "voice" of the Association.

Most of the editors and publishers of the computer hobbyist periodicals have approached the Association and volunteered editorial space for use by the Association. In order to be fair and impartial to all of those periodicals, the Association will send copies of any official statements, communications, columns, etc. to all of the periodicals. As its official communication facility, however, the Association plans to publish its own M.I.T.A. newsletter.

This article is, itself, a report by the editorial staff of *IMJ*, unilaterally generated, and not based on any official public statement of the Association.

Dated: 78 Dec